

REMARKS

Applicants have carefully reviewed the application in light of the Office Action dated March 9, 2009. Applicants amend Claims 1, 14 and 27 and cancel Claims 18 and 19 without prejudice or disclaimer. The amendments to the claims have only been done to expedite the prosecution.

Claim Rejections – 35 U.S.C. §112

The Examiner rejects Claim 27 under 35 U.S.C. §112, second paragraph. Applicants amended claim 27 to correct the typographical error and respectfully request withdrawal of this rejection.

Claim Rejections – 35 U.S.C. §102 and §103

The Examiner rejects Claims 1, 3-4, 8, 10-20 and 22-26 under 35 U.S.C. §102(e) as being unpatentable by U.S. Patent No. 7,152,207 issued to Underwood et al. (hereinafter “*Underwood*”). In addition, the Examiner rejects Claim 27 under 35 U.S.C. §103(a) as being unpatentable over *Underwood* and U.S. Patent No. 7,299,414 issued to Maeno et al. (hereinafter “*Maeno*”). Applicants respectfully traverse these rejections for the comments set forth below.

Independent claim 1 recites, “receiving data corresponding to a request to navigate to a particular location within the Web environment independent of identifying a navigational structure of the Web environment, wherein the request to publish content is received in connection with a display of the particular location on a user interface and the identified content is published at the particular location.” In particular, the received data may be posted at a displayed location independent of identifying a navigational structure of the Web environment. Amended independent claim 14 recites a similar limitation. In contrast, *Underwood* specifically requires identifying, on a site map 1405, a location for adding a web page. In other words, *Underwood* teaches that a page may only be added after identifying a location on a site map 1405 or navigational structure. Accordingly, Applicants respectfully request reconsideration and allowance of independent claims 1 and 14 and their respective dependents.

CONCLUSION

Applicants have now made an earnest attempt to place this case in condition for allowance. For the foregoing reasons, and for other reasons clearly apparent, Applicants respectfully request full allowance of all Claims.

If the present application is not allowed and/or if one or more of the rejections is maintained, Applicants hereby request a telephone conference with the Examiner and further request that the Examiner contact the undersigned attorney to schedule the telephone conference.

No fees are believed to be due. However, please apply any deficiencies or any other required fees or any credits to deposit account **05-0765 ELECTRONIC DATA SYSTEMS CORP.**, referencing the attorney docket number shown above.

Respectfully submitted,

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/Michael E. Cox/
Michael E. Cox
Reg. No. 47,505

Customer No.: **26230**
Fish & Richardson P.C.

Direct Phone: (214) 760-6107
Fax: (214) 747-2091